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NEW WILSON CAMPAIGN ALLOWS FANS
TO GET INSIDE ROGER FEDERER'S HEAD

*Personal Interviews With Tennis Star Promote Launch of
Pro Staff Six.One Racquets*

(Detroit) – In rare personal interviews, tennis fans will learn what is going through tennis great and Wilson spokesman Roger Federer's head as he embarks on the quest to win a grand slam in 2012. The advertising campaign, created by Doner, launches during the Australian Tennis Open and features all-new creative capitalizing on the buzz around Federer's stake in the 2012 season. The work coincides with the release of the Pro Staff Six.One racquets, which blend control and feel by using new Ampli-Feel and Wilson's BLX technology. This campaign celebrates the bond that Federer has with Wilson and gives him a chance to use his own words to tell consumers what drives him.

“When Wilson designs a product, we focus on innovation that provides performance benefits for our athletes. We align this to a unique look and feel that further enhances the confidence our athlete's want on the court,” said Jon Muir, General Manager, Wilson Racquet Sport. “The new Pro Staff racquet range achieves this, providing additional feel and control with a really cool looking design, and it's exciting to be introducing our new Pro Staff range with Roger at the Australian Open.”

“The rare interviews used throughout this campaign allow fans to peer into Roger's development as a player and are a reflection on his relationship with the game,” said David DeMuth, co-CEO, president, Doner. “By allowing consumers to get into his head, they're able to build an emotional connection with Roger and understand his dedication to the Wilson brand.”

“The relaunch of the Pro Staff line lends itself to creative that celebrates the legacy of this legendary line of racquets,” said Rob Strasberg, co-CEO, chief creative officer, Doner. “Through one-on-one interviews with Roger, we're able to articulate his thoughts on his career as well as his future motivation that drives him to continue playing great, which all lead back to the Wilson brand.”

In the :30 TV spot, tennis enthusiasts get the opportunity to go “Inside Fed’s Head” as Federer discusses the development of his game. The interview-style spot, along with extended-length videos exclusively on Wilson’s Facebook page, emphasize Federer’s commitment to the sport as he openly discusses his game. The emotional telling of Federer’s story underscores that a key to success in the sport is the feel of the racquet in a player’s hand.

The spot entitled “Development” features Roger Federer’s thoughts on maturing as a tennis player and how his dedication to Wilson racquets shaped his career. The :30 TV spot starts with an image of Federer sitting on a chair, while a second Federer sits on the well-known yellow-tennis-ball couch facing him. A super reads “Inside Fed’s Head.” The scene cuts to an interview with Federer where he shares how he got his first Wilson racquets, saying “My dad went on a business trip to South Africa where he bought me four Wilson racquets.” As he shares his story, scenes of Federer’s early career – including him playing the sport and celebrating victories – are shown. He continues, “I must have been maybe ten or twelve years old and then it carried me through that whole junior career until I was able to win then the Wimbledon Juniors back in ’98 and also win the World Championship, the Orange Bowl, at the end of the year to become World Number One. Yeah, that was all done with a Wilson racquet, absolutely.” A super then reads “New Pro Staff Six.One [facebook.com/WilsonTennis](https://www.facebook.com/WilsonTennis)” followed by the Wilson logo and tagline “More Win.” Within the week of the initial spot’s air on the Tennis Channel, several online videos will also be released.

About Wilson

Wilson Racquet Sports is a division of Chicago-based Wilson Sporting Goods, one of the world’s leading manufacturers of sports equipment and owned by Amer Sports. Wilson designs, manufactures and distributes sporting goods throughout the world and focuses on making technologically advanced products which help players of all levels perform better. Wilson’s core sport categories include: Football, Basketball, Baseball, Volleyball, Soccer, Youth Sports, Uniforms/Apparel, Golf, Footwear and Racquet Sports (Tennis, Racquetball, Squash, Badminton and Platform Tennis). For more information, visit www.wilson.com.

About Doner

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Harman, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Choice Hotels International, Chiquita and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.